

Title (en)

DETERMINATION OF ATTRIBUTES BASED ON PRODUCT DESCRIPTIONS

Title (de)

BESTIMMUNG VON AUF PRODUKTBESCHREIBUNGEN BASIERENDEN ATTRIBUTEN

Title (fr)

DETERMINATION D'ATTRIBUTS SUR LA BASE DE DESCRIPTIONS DE PRODUITS

Publication

EP 1493118 A1 20050105 (EN)

Application

EP 03727620 A 20030410

Priority

- GB 0301567 W 20030410
- US 11966502 A 20020410

Abstract (en)

[origin: US2010153187A1] Relative to a given product or products, one or more attributes and, for each attribute, a plurality of possible attribute values, are defined. For a given product and attribute, one or more descriptions of the product are obtained and analyzed to determine the correspondence of the description(s), and hence the product itself, to each of the plurality of possible attribute values. In one embodiment, this analysis is based on previously-labeled training data. A knowledge base can be populated with information identifying the products and their correspondence to the plurality of possible attribute values for each attribute. This technique may be used to develop a profile of an entity, which in turn may be used to develop appropriate marketing messages or recommendations for other products.

IPC 1-7

G06F 17/60

IPC 8 full level

G06Q 30/02 (2012.01); **G06Q 30/06** (2012.01)

CPC (source: EP US)

G06Q 30/02 (2013.01 - EP US); **G06Q 30/0204** (2013.01 - EP US); **G06Q 30/0255** (2013.01 - EP US); **G06Q 30/0631** (2013.01 - EP US)

Cited by

TWI411556B

Designated contracting state (EPC)

AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LI LU MC NL PT RO SE SI SK TR

DOCDB simple family (publication)

WO 03088107 A2 20031023; AU 2003233859 A1 20031027; EP 1493118 A1 20050105; US 2010153187 A1 20100617; US 8117199 B2 20120214

DOCDB simple family (application)

GB 0301567 W 20030410; AU 2003233859 A 20030410; EP 03727620 A 20030410; US 71083210 A 20100223